



WDAF-TV

KEVISION  
ORDER

Print Date 08/15/12

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Flight Dates 08/15/12-08/21/12

Contract / Revision 568130 /

ProductOrder Sep 00:15:00

Original Date / Revision

**Crossroads GPS**Estimate # 888

08/15/12 08/15/12

Agency Com 15%Alt Order # 09791979Billing ContactBilling Type CashAdvertiser **Crossroads GPS**

66 Canal Center Plaza

Order Type GENERAL

Suite 555

Billing Cycle EOM/EOC

Alexandria, VA 22314

Billing Calendar BROADCASTAgency **Crossroads Media, LLC.**Demographic A35+

Buying Contact

Rev Codes SP-POL PLI

POL

Sales Office DC-MProduct Codes PL2A66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Sales Region NATPriority 1Agency RefAdvertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 27% Market Value 128981

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	24%	30955
KCWE	%	0
KMBC	25%	32245
KMCI	%	0
KPXE	%	0
KSHB	24%	30955
KSMO	%	0

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	74	\$29,601.25	\$34,825.00	0.00	07/30/12	08/21/12	74	\$29,601.25	\$34,825.00
<b>Totals</b>	<b>74</b>	<b>\$29,601.25</b>	<b>\$34,825.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
1	4	08/15/12	08/15/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W---	:30	1	\$250.002	0.00	NM		1	\$250.00	
FOX 4 NEWS AT 5A																
				Start Date	End Date	Weekdays		Spots/Week	Rate	Rating						
Week: 08/13/12				08/19/12	--W---			1	\$250.00	0.00						
2	4	08/16/12	08/18/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$250.002	0.00	NM		1	\$250.00	
FOX 4 NEWS AT 5A																
				Start Date	End Date	Weekdays		Spots/Week	Rate	Rating						
Week: 08/13/12				08/19/12	---T---			1	\$250.00	0.00						
3	4	08/17/12	08/17/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$250.002	0.00	NM		1	\$250.00	
FOX 4 NEWS AT 5A																
				Start Date	End Date	Weekdays		Spots/Week	Rate	Rating						
Week: 08/13/12				08/19/12	----F--			1	\$250.00	0.00						



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<u>Contract / Revision</u>		568130	<u>Flight Dates</u> 08/15/12-08/21/12			<u>Hiatus Dates</u>									
<u>Original Date / Revision</u>		08/15/12/	08/15/12			<u>Order Sep</u> 00:15:00									
<u>Advertiser</u>	Crossroads GPS			<u>Product</u>	Crossroads GPS			<u>Estimate #</u> 888							
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Totals							
							Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
4	4	08/20/12	08/20/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/20/12		08/26/12	M-----	1		\$250.00	0.00								
5	4	08/21/12	08/21/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/20/12		08/26/12	-T-----	1		\$250.00	0.00								
6	4	08/16/12	08/16/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
FOX 4 NEWS AT 530A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12	---T---	1		\$450.00	0.00								
7	4	08/17/12	08/17/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
FOX 4 NEWS AT 530A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12	----F--	1		\$450.00	0.00								
8	4	08/21/12	08/21/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
FOX 4 NEWS AT 530A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/20/12		08/26/12	-T-----	1		\$450.00	0.00								
9	4	08/15/12	08/15/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12	--W----	1		\$450.00	0.00								
10	4	08/16/12	08/16/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12	---T---	1		\$450.00	0.00								
11	4	08/17/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12	---F--	1		\$450.00	0.00								
12	4	08/20/12	08/20/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/20/12		08/26/12	M-----	1		\$450.00	0.00								
13	4	08/21/12	08/21/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 08/20/12		08/26/12	-T-----	1		\$450.00	0.00								
14	4	08/15/12	08/15/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															



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Contract / Revision 568130 Flight Dates 08/15/12-08/21/12

### Hiatus Dates

Original Date / Revision 08/15/12 / 08/15/12

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Advertiser **Crossroads GPS**

Product Crossroads GPS

Estimate # 888



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Advertiser **Crossroads GPS**

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**Contract / Revision** **568130** **Flight Dates** **08/15/12-08/21/12** **Hiatus Dates**

Original Date / Revision 08/15/12/ 08/15/12 Order Sep 00:15:00

**Advertiser** **Crossroads GPS**      **Product** **Crossroads GPS**      **Estimate #** **888**



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Advertiser **Crossroads GPS**

## Product Crossroads GPS

Estimate # 888



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Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Crossroads GPS

Product Crossroads GPS

Estimate # 888

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
62	4	08/21/12		M-F 9-10p 930-10p			-T-----	:30		\$750.00					
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		1	\$750.00			0.00					
63	4	08/16/12	08/16/12	M-F 10-1030p M-F 10-1030p		CM-All	10-1030p			---T---	:30	1	\$750.00	2	0.00 NM
FOX 4 NEWS AT 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1	\$750.00			0.00					
64	4	08/17/12	08/17/12	M-F 10-1030p M-F 10-1030p		CM-All	10-1030p			----F--	:30	1	\$750.00	2	0.00 NM
FOX 4 NEWS AT 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1	\$750.00			0.00					
65	4	08/21/12	08/21/12	M-F 10-1030p M-F 10-1030p		CM-All	10-1030p			-T-----	:30	1	\$750.00	2	0.00 NM
FOX 4 NEWS AT 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		1	\$750.00			0.00					
66	4	08/15/12	08/15/12	M-F 1030-1102p M-F 1030-1102p		CM-All	1030-1102p			--W----	:30	1	\$375.00	2	0.00 NM
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----		1	\$375.00			0.00					
67	4	08/16/12	08/16/12	M-F 1030-1102p M-F 1030-1102p		CM-All	1030-1102p			---T---	:30	1	\$375.00	2	0.00 NM
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1	\$375.00			0.00					
68	4	08/17/12	08/17/12	M-F 1030-1102p M-F 1030-1102p		CM-All	1030-1102p			----F--	:30	1	\$375.00	2	0.00 NM
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1	\$375.00			0.00					
69	4	08/20/12	08/20/12	M-F 1030-1102p M-F 1030-1102p		CM-All	1030-1102p			M-----	:30	1	\$375.00	2	0.00 NM
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1	\$375.00			0.00					
70	4	08/21/12	08/21/12	M-F 1030-1102p M-F 1030-1102p		CM-All	1030-1102p			-T-----	:30	1	\$375.00	2	0.00 NM
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		1	\$375.00			0.00					
71	4	08/17/12	08/17/12	NFL Game (Pre-Season) FOX NFL Preseason Gam	CM-All	257P-CC			----F--	:30	1	\$1,400.00	2	0.00 NM	
NFL PRESEASON ON FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1	\$1,400.00			0.00					
72	4	08/18/12	08/18/12	Sa 7-9a 8-9a	CM-All	8-9a			----S-	:30	1	\$375.00	1	0.00 NM	
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1	\$375.00			0.00					



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<u>Contract / Revision</u>		568130	<u>Flight Dates</u> 08/15/12-08/21/12			<u>Hiatus Dates</u>														
<u>Original Date / Revision</u>		08/15/12/	08/15/12			<u>Order Sep</u> 00:15:00														
<u>Advertiser</u>	Crossroads GPS		<u>Product</u> Crossroads GPS			<u>Estimate #</u>	888													
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount				
72	4	08/18/12	08/18/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM		1	\$375.00				
FOX 4 NEWS																				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/13/12		08/19/12	-----S-		1	\$375.00	0.00													
E 73	4	08/18/12	08/18/12	Sa 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S-	:30	1	\$225.00	2	0.00	NM		0	\$0.00				
FOX 4 NEWS																				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/13/12		08/19/12	-----S-		1	\$225.00	0.00													
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>							
1		4	08/13/12-08/19/12		Sa 5-6p		530-6p	(5:30 PM-6:00 PM)		:30	(\$225.00)	0.00	NM							
Credited																				
74	4	08/18/12	08/18/12	Sa 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S-	:30	1	\$450.00	2	0.00	NM		1	\$450.00				
FOX 4 NEWS																				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/13/12		08/19/12	-----S-		1	\$450.00	0.00													
75	4	08/19/12	08/19/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$150.00	2	0.00	NM		1	\$150.00				
FOX NEWS SUNDAY																				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/13/12		08/19/12	-----S		1	\$150.00	0.00													
76	4	08/19/12	08/19/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$375.00	2	0.00	NM		1	\$375.00				
FOX 4 NEWS AT 1030P																				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/13/12		08/19/12	-----S		1	\$375.00	0.00													
N 77	4	08/20/12	08/20/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$1,500.00	2	0.00	NM		1	\$1,500.00				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/20/12		08/26/12	M-----		1	\$1,500.00	0.00													
N 78	4	08/20/12	08/20/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,500.00	2	0.00	NM		1	\$1,500.00				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/20/12		08/26/12	M-----		1	\$1,500.00	0.00													
N 79	4	08/20/12	08/20/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$225.00	2	0.00	NM		1	\$225.00				
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>													
Week: 08/20/12		08/26/12	M-----		1	\$225.00	0.00													